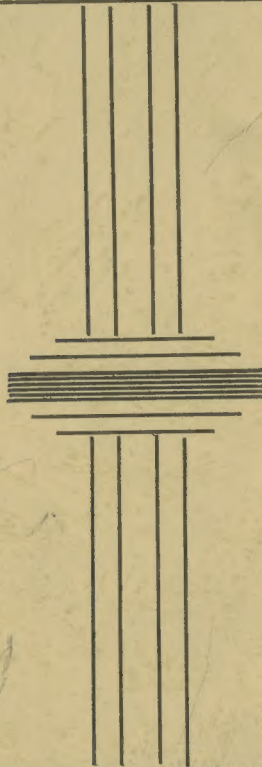


Radio Service
U.S.A. *E. D. Avery*

SPECIMEN

...of...

Type Faces



FOR USE IN THE

Edmonton Journal

"One of Canada's Great Newspapers"



EX LIBRIS
UNIVERSITATIS
ALBERTENSIS

Prairie Provinces Collection

FOREWORD

THIS Specimen Type Book has been compiled in the Composing Room of the Edmonton Journal as a guide to advertisers and copywriters. It catalogues for your convenience in selection all styles and sizes of type, rules and borders in use on this newspaper, and is intended as a helpful reference book when advertisements are being prepared for the pages of the Edmonton Journal.

The type faces shown here will meet all practical requirements of newspaper advertising, having been chosen for their readability, and typographical excellence. There is enough variety to permit of original ideas and individuality of style.

THE
Edmonton Journal

"One of Canada's Great Newspapers"

COPY SUGGESTIONS

There are ways in which the advertiser can help the printer achieve the best results. Two are most important:

LEGIBLE COPY

Inflexible or elaborate instructions often prevent the compositor giving valuable assistance. It is better to furnish legible copy, with a clear, practical layout, with just a brief indication of preference of style and the amount of space to be used, and leave the rest to the compositor. When you prepare an advertisement to appear in The Edmonton Journal you can be sure that it will be set as near to what you desire as it is typographically possible.

GET COPY IN EARLY

Late copy is the cause of more disappointment to the advertiser than anything else. The paper **MUST** go to press on time. If copy is received when the pressure is heaviest it must take its chance with other late comers. Trains, mails and newsboys cannot be detained while the compositor studies a late advertisement.

Most advertisers have found it to their advantage to submit their copy **two days** in advance of publication, as this will permit of seeing and correcting a proof.

Write on one side of the paper only, and see that copy is clear and well spaced. By attention to this small detail the compositor will be able to give more time to the important matter of arranging it to advantage.

ADVERTISING SERVICE

Advertisers are invited to make use of the counsel of the Advertising Department maintained by the Edmonton Journal. The advertising staff is always ready to assist the retailer and others in mapping out their business and promotion campaigns.

—THE—

Edmonton Journal

"One of Canada's Great Newspapers"

Making a Lay-out

1. Draw lay-out exact size desired, stating size—width in columns by length in inches or agate lines.
2. Paste in fixed things first, proofs or pencil proof of mats or cuts, or indicate clearly, if cut is to follow, the exact size of cut.
3. Letter in headings, sub-heads and signature, stating on margin preference in style of type face and "about" the size desired. If in doubt, it is advisable to leave it to the printer.
4. Typewrite copy on one side of the paper only, leaving a good margin. Number each sheet, and at the end of the final sheet indicate that it is the last piece of copy by the figure (30).
5. Key copy and lay-out, and make no irrelevant marks on the face of the lay-out. Too detailed a list of instructions is confusing.
6. Indicate border.
7. State date or dates of insertion and if proof is desired.

LINOTYPE FACES

No. 1—5½ Point Ionic Light (on 5½ point slug)

The Journal is an important factor in keeping the wheels of industry turning. As an

No. 2—5½ Point Ionic Bold (on 5½ point slug)

The Journal is an important factor in keeping the wheels of industry turning. As an

No. 3—6 Point Ionic Light (on 6 point slug)

The Journal is an important factor in keeping the wheels of industry turn

No. 4—6 Point Ionic Bold (on 6 point slug)

The Journal is an important factor in keeping the wheels of industry turn

No. 5—7 Point Ionic Light (on 8 point slug)

The Journal is an important factor in keeping the wheels of industry turn

No. 6—7 Point Ionic Bold (on 8 point slug)

The Journal is an important factor in keeping the wheels of industry turn

No. 7—10 Point Roman Light.

The Journal is an important factor in keeping the wheels of

No. 8—10 Point Roman Bold.

The Journal is an important factor in keeping the wheels of

DISPLAY FACES

Cheltham Light Face Series

No. 11—12 Point

The Journal is an important factor in keeping the wheels

No. 12—18 Point.

The Journal is an important factor in keeping

No. 13—24 Point.

The Journal is an important factor in

No. 14—30 Point.

The Journal is an important fa

No. 15—36 Point.

The Journal is an import-

No. 16—48 Point.

The Journal is an

Cheltham Outline Series

No. 18—18 Point

The Journal is an important factor in

No. 19—24 Point

The Journal is an important

No. 20—30 Point.

The Journal is an impo

No. 21—36 Point.

The Journal is an i

No. 22—48 Point

The Journal is

No. 23—72 Point.

The Jour

The Edmonton Journal, in its effort to spread clean journalism, is showing in a practical way that a daily newspaper can be successfully conducted when its publishers hold to the policy of making its advertising as clean and honest as its news.

Cheltham Bold Extra Condensed Series

No. 24—18 Point.

The Journal is an important factor in keeping the

No. 25—24 Point.

The Journal is an important factor in ke

No. 26—30 Point.

The Journal is an important factor

No. 27—36 Point.

The Journal is an important

No. 28—42 Point.

The Journal is an impor

No. 29—48 Point.

The Journal is an im-

No. 30—84 Point.

The Journal i

No. 31—96 Point.

No. 31A—120 Point (Capitals Only).

TheJ THE

Cheltham Bold Condensed Series

No. 32—18 Point.

The Journal is an important factor in keeping

No. 33—24 Point.

The Journal is an important factor in

No. 34—30 Point.

The Journal is an important fa

No. 35—36 Point.

The Journal is an import

No. 36—42 Point.

The Journal is an im-

No. 37—48 Point.

The Journal is an..

No. 38—60 Point.

The Journal is

No. 39—72 Point.

TheJournal

Cheltham Bold Series

No. 40—12 Point

The Journal is an important factor in keeping the wheels

No. 40A—14 Point.

The Journal is an important factor in keepi

No. 41—18 Point.

The Journal is an important factor

No. 42—24 Point.

The Journal is an important

No. 43—30 Point.

The Journal is an impo

No. 44—36 Point.

The Journal is an..

No. 45—42 Point.

The Journal is..

No. 46—48 Point.

The Journal is

No. 47—60 Point.

The Journ

No. 48—72 Point.

The Jour

No. 49—120 Point (available).

Cheltham Bold Extended Series

No. 50—18 Point.

The Journal is an important

No. 51—24 Point.

The Journal is an im

No. 52—30 Point.

The Journal is an

No. 53—36 Point.

The Journal is

No. 54—48 Point.

The Journ

Cheltham Bold Italic Series

No. 54A—14 Point.

The Journal is an important factor in keepi

No. 55—24 Point.

The Journal is an importa

No. 56—30 Point.

The Journal is an imp

No. 57—36 Point.

The Journal is an i

No. 58—48 Point.

The Journal i

Century Oldstyle Series

No. 59—14 Point.

The Journal is an important factor in keepin

No. 60—14 Point.

The Journal is an important factor in keepin

No. 61—18 Point.

The Journal is an important factor in k

No. 62—24 Point.

The Journal is an important

No. 63—30 Point.

The Journal is an impor

No. 64—36 Point.

The Journal is an i

No. 65—42 Point.

The Journal is a

No. 66—48 Point.

The Journal is

No. 67—60 Point.

The Journa

No. 68—72 Point.

The Jour

No. 69—96 Point (Capitals Only).

No. 70—120 Point (Capitals Only).

Century Oldstyle Italic Series

No. 72—24 Point.

The Journal is an importa

No. 73—30 Point.

The Journal is an im-

No. 74—36 Point.

The Journal is an

No. 75—48 Point.

The Journal..

Advertising typography must grip attention by being supremely
easy to read.—Benjamin Sherbow.

Gothic Bold Series

No. 77—14 Point

The Journal is an important factor in

No. 78—18 Point

The Journal is an important fact

No. 79—24 Point

The Journal is an import

No. 80—30 Point.

The Journal is an im-

No. 81—36 Point.

The Journal is an

No. 82—42 Point.

The Journal is

No. 83—48 Point.

The Journal

Ludlow Black Series

No. 84—18 Point.

The Journal is an importan

No. 84A—18 Point Italic.

The Journal is an importan

No. 85—24 Point

The Journal is an im-

No. 86—30 Point.

The Journal is an

No. 87—36 Point.

The Journal is

No. 88—48 Point.

The Journ

No. 88A—60 and 72 Point Figures Only.

Ultra-Modern Bold Series

No. 89—18 Point.

The Journal is an important fac

No. 90—24 Point.

The Journal is an impor

No. 91—30 Point.

The Journal is an i

No. 92—36 Point.

The Journal is a

No. 93—48 Point.

The Journal

Metrolite Series

No. 94—12 Point.

The Journal is an important factor in keeping the

No. 95—18 Point.

The Journal is an important factor

No. 96—24 Point.

The Journal is an importan

Metroblack Series

No. 97—12 Point.

The Journal is an important factor in keeping the

No. 98—18 Point.

The Journal is an important factor

No. 99—24 Point.

The Journal is an importan

The Edmonton Journal in its effort to spread clean journalism, is showing in a practical way that a daily newspaper can be successfully conducted when its publishers hold to the policy of making its advertising as clean and honest as its news. The many thousands of dollars which the Edmonton Journal refuses each year in the revenue from unacceptable advertising is more than compensated for by the additional confidence with which its readers regard its pages.

Plain and Fancy **BORDERS**



Borders are used to bring unity to separate elements of copy, at their best when used sparingly.

They often give a needed touch of decoration, but should be used judiciously.

Preponderating borders can distract attention from the message conveyed in the text.

THE
Edmonton Journal

"One of Canada's Great Newspapers"

One Point—



Two Point—



Four Point—



Six Point—



No. 6—



No. 7—



No. 8—



No. 9—



No. 10—



No. 11—



No. 12—



No. 13—



No. 14—



No. 15—



No. 16—



No. 17—



No. 18—



No. 19—



No. 20—



No. 21—



No. 22—



No. 23—



No. 24—



No. 25—



No. 26—



No. 27—



No. 28—



No. 29—



No. 30—



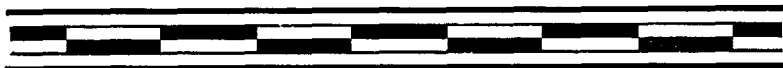
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No. 33—



No. 34—



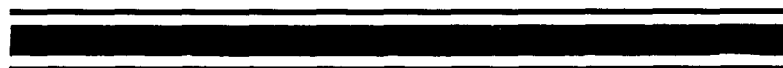
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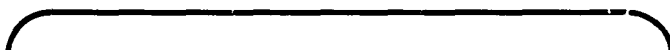
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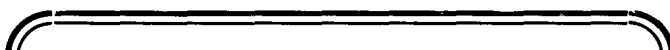
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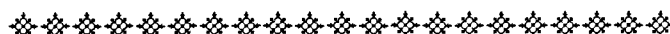
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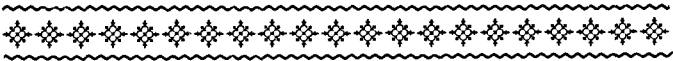
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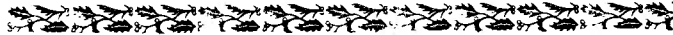
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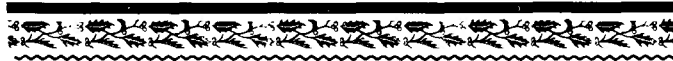
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No. 50—



No. 51—



No. 52—



No. 53—



No. 54—



No. 55—





THE
Edmonton Journal

"One of Canada's Great Newspapers"